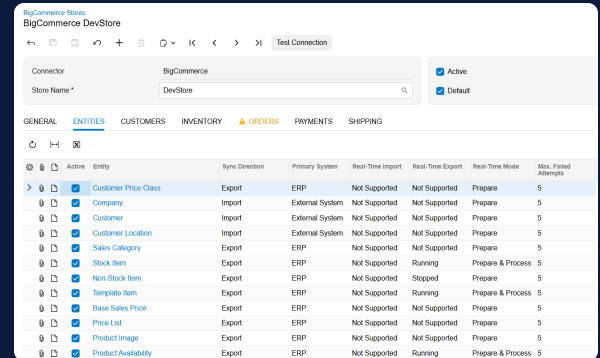


BigCommerce Native Connector

Unified B2B, B2C, and DTC commerce

Keep data aligned across BigCommerce and Acumatica, so operations stay accurate and your team stays focused. No duplicate entry, no delays—just clean data and a business that moves faster.



Simplify sales, order fulfillment, and financials in a single workflow

Distributors, merchants, and manufacturers can sell everything from simple products to complex variants across B2B, DTC, and B2C channels.

Manage every channel in one place

- Manage multi-channel orders with a direct connection between BigCommerce and Acumatica, for full visibility over operations.
- Keep inventory accurate in real time and sync customer data, company accounts, and orders automatically.

Handle complex B2B pricing and accounts

- Support customer-specific pricing, volume discounts, and B2B account hierarchies.
- Export companies from Acumatica and keep addresses, users, hierarchies, customer groups, payment terms, and payment options aligned in both directions.

Automate order to billing

- Simplify returns, refunds, and credits with a complete view of customer history.
- Bidirectional sync eliminates duplicate entries and automates the flow from order to fulfillment to billing.
- With built-in AI insights, spot trends, catch issues earlier, and make smarter decisions faster.

One real-time platform

The connector integrates your BigCommerce stores with Acumatica's financials, inventory, operations, manufacturing, and reporting—a platform that knows your business and pushes it forward as you grow.

Key business benefits

Monitor orders, financials, warehouse activity, and inventory, all in real time.

Streamline the buying process for complex B2C, B2B, and DTC scenarios, including product variants and make-to-order items.

Sync BigCommerce B2B company accounts in both directions to keep data aligned across platforms.

Put AI to work: analyze data, flag anomalies, and optimize your supply chain.

Related resources

BigCommerce + Acumatica

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Crucial Retail Metrics

[LEARN MORE →](#)

Personalized Demo

[LEARN MORE →](#)

“In the old Access system, we couldn’t bring in sales, and we were probably losing \$500,000 a year because we weren’t really connecting it...Now, every single sales order that comes in from [BigCommerce] is automatically uploaded to Acumatica, so we’re able to see that sale.”

– Edward Cohen, Chief Executive Officer, Boca Terry

[➤ CUSTOMER STORIES](#)

Capabilities

Connector overview: how BigCommerce products, orders, accounts, and payments flow with Acumatica.

STORES AND SYNCHRONIZATION

Real-Time Bidirectional Communication

Align orders and financials behind the scenes, while giving customers the visibility they need to reorder with confidence.

Product Information Sync

Display real-time product information, including titles, descriptions, categories, customer-specific pricing, images, store inventory levels, and metadata.

Order Synchronization

Sync online and offline orders automatically so production and distribution teams always have a clear, real-time view of demand.

Multiple BigCommerce Stores

Run all your BigCommerce stores through Acumatica. Manage each storefront separately or unify data flows to simplify multi-brand operations.

B2B AND PRICING

B2B Company Account Mapping

Connect BigCommerce B2B Edition with Acumatica to sync company accounts, customer details, and complex orders.

Export companies from Acumatica with parent company and price class preprocessing, so accounts land with the right relationships and commercial terms.

Discounts and Promotions

Map discounts and promotions created in BigCommerce to sales order lines in Acumatica, including a direct reference to the promotion code.

DATA CONTROL

Export Select Data

Export only the preferred item and customer data to your storefront using customizable mapping and filters.

Custom Fields and Order Metadata

Import and export custom fields and order metadata to share key details and control how data flows between BigCommerce and your ERP.

FULFILLMENT AND PAYMENTS

Synchronize Shipments

Automatically create separate shipments and tracking numbers for each package during the BigCommerce sync. Support LTL freight through Marketplace apps.

Manage Returns and Refunds

Process returns and refunds in BigCommerce and see those updates reflected instantly in Acumatica's financials.

Personalization

Enhance orders with gift wrapping, personalized messages, and product customization, from engraving to custom manufacturing.

Acumatica Payments

Offer a seamless checkout by connecting Acumatica Payments with BigCommerce storefronts.

ABOUT BIGCOMMERCE

Commerce empowers businesses to innovate, grow, and thrive by providing an open, AI-driven commerce ecosystem. As the parent company of BigCommerce, Feedonomics, and Makeswift, Commerce connects the tools and systems that power growth, enabling businesses to unlock the full potential of their data, deliver seamless and personalized experiences across every channel, and adapt swiftly to an ever-changing market. Commerce delivers the storefront control, optimized data, and AI-ready tools businesses need to grow, serve diverse buyers, and operate with confidence in an increasingly intelligent, multi-surface world. For more information, visit commerce.com.

ABOUT ACUMATICA

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on [LinkedIn](#).